

China Leisure Development Report (2023-2024)

Xin Wu, CIO | January 10, 2025

China Leisure Development Report (2023-2024) was recently published by China Tourism Academy, a Data Center of the Ministry of Culture and Tourism. The report explored the changing trends of leisure activities among urban and rural residents in China.

Some interesting statistics from a survey conducted by the Academy over the past three years illustrate the evolving leisure activities among Chinese. As depicted by the chart, there was a significant growth in health and personal development-oriented pastimes such as walking, yoga, and reading.

Surprise to many, visiting local park took the top spot with 226% increase in popularity, while yoga took the third spot with 200% increase in popularity in the last three years. The most decreased activity was KTV, registered 87% reduction, while going to movies was down 61%.

This shift towards more fulfilling and value-driven leisure activities reflects a broader trend of “Consumption Downgrade”, potentially influenced by economic pressures and an aging population, steering consumers towards different consumption patterns.

中国人主流娱乐方式(三年前VS目前)							
娱乐方式	三年前	目前	增长率	娱乐方式	三年前	目前	增长率
逛公园	23	75	226%	滑雪	30	28	-7%
City Walk	28	89	218%	游泳	117	103	-12%
瑜伽	5	15	200%	球类运动	244	212	-13%
骑行	10	24	140%	SPA	151	120	-21%
追剧	27	62	130%	冲浪	7	5	-29%
徒步	258	545	111%	聚餐	28	16	-43%
阅读	71	118	66%	旅游	105	52	-50%
棋牌类	21	29	38%	桌游、手游、剧本杀	104	46	-56%
跑步	42	54	29%	逛街	470	200	-57%
跳舞	4	5	25%	电影	861	333	-61%
健身	463	495	7%	酒吧	20	7	-65%
游戏	54	54	0%	夜店	39	9	-77%
钓鱼	10	10	0%	密室逃脱	45	6	-87%
来源:《中国休闲发展报告(2023-2024)》制图 Data数据派				KTV	274	36	-87%

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